

TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DINFOS COPAC
COAST GUARD PUBLIC AFFAIRS COURSE



Approved by:

Commandant
Defense Information School

Supersedes TPI dated 22 October 2003



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DEPARTMENT OF DEFENSE

Defense Information School

6500 Mapes Road
Fort George G. Meade, MD 20755-5620

Date: 4-Aug-08

MEMORANDUM OF CHANGE TO DINFOS COURSE TRAINING PROGRAM OF INSTRUCTION (TPI)

SUBJECT: Change in Coast Guard Public Affairs Course (CGPAC) Training Program of Instruction as follows:

CURRENT:

PREREQUISITES: This course is open to Coast Guard personnel only.

- a. Coast Guard active duty, reserve or auxiliary personnel in the grade of E-4 or above, acting as collateral duty public affairs officers.
- b. Civilians: GS-07 and above serving as collateral duty public affairs officers.

CHANGE TO:

PREREQUISITES: This course is open to Coast Guard personnel only.

- a. Coast Guard active duty, reserve or auxiliary personnel in the grade of E-4 or above, acting as collateral duty public affairs officers.
- b. Civilians: GS-07 and above serving as collateral duty public affairs officers.
- c. International students are not eligible to attend this course.

POC: DINFOS Course Development Department, 301-677-3246,
dinfosdotcddleadership1@dinfos.osd.mil

Darline Glaus, DODC
Head, Course Development

TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS COPAC

TITLE: Coast Guard Public Affairs Course

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: None

PURPOSE: To train selected Coast Guard personnel in the principles, techniques and skills required to conduct a unit public affairs program.

COURSE DESCRIPTION: This course is designed to provide instruction in the theory, concepts, policy and principles of unit public affairs programs, mass communications theory, media relations practices and community relations.

PREREQUISITES: This course is open to Coast Guard personnel only.

- a. Coast Guard active duty, reserve or auxiliary personnel in the grade of E-4 or above, acting as collateral duty public affairs officers.
- b. Civilians: GS-07 and above serving as collateral duty public affairs officers.

SECURITY CLEARANCE: None

CLASS SIZE:

MAXIMUM	30
MINIMUM	20
ANNUAL COURSE CAP	90

COURSE LENGTH: 5 Training Days

ACADEMIC HOURS:	36 Hrs
ADMINISTRATIVE HOURS:	4 Hrs
TOTAL COURSE HOURS:	40 Hrs

INSTRUCTOR CONTACT HOURS: 52 Hrs

TYPE/METHOD OF INSTRUCTION:

Lecture (L)	19.5 Hrs
Performance Exercise (PE)	15.5 Hrs
Examination	1.0 Hrs
Performance Examination (EP)	0 Hrs
Written Examination (EW)	1 Hrs
Administration (AD)	4 Hrs

TRAINING START DATE: 26 Jun 2006

ENVIRONMENTAL IMPACT: None. DoD policy was followed to assess the environmental impact.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Directorate of Training, (DINFOS/DOT): (301) 677-7609

FUNCTIONAL AREA 1

FUNDAMENTALS OF COAST GUARD PUBLIC AFFAIRS

TPFN: DINFOS-COPAC – 001 – 001 –

UNIT TITLE: Introduction to U.S. Coast Guard Public Affairs (USCG PA)

TPFN HOURS AND TYPES: 3 L

TPFN TOTAL HOURS: 3

TASKS:

- 001 Compare and contrast military PA and civilian PR.
- 002 Outline organization and 3 components of the USCG PA program
- 003 List the 6 objectives of the USCG PA program
- 004 Identify the guidance manual to be used in PA activities
- 005 Identify the PA functions and responsibilities of the commanding officer and collateral duty PA officer
- 006 Describe the prerequisites for successful PA
- 007 Recognize the key elements of proactive PA programs
- 008 Explain the 3 PA objectives with respect to public opinion
- 009 Identify the four steps in the PA problem-solving process
- 010 Define community relations and the roles of the commander and PAO
- 011 Describe the functions of community relations in the USCG

SUMMARY OF INSTRUCTION: Students will receive lectures and discuss the organization, objectives, functions and responsibilities of the USCG Public Affairs program, comparing and contrasting USCG PA and civilian PR models. Students will be introduced to the roles and relationships the USCG PA must establish and maintain with the commanding officer, the local community, and the public at large.

INSTRUCTOR/STUDENT RATIO: 1:30

SAFETY FACTORS: Normal

REFERENCES:

1. Coast Guard Public Affairs Manual
2. Commandant's Policy on Public Affairs
3. Effective Public Relations, 7th Edition; Cutlip, Center, Broom

FUNCTIONAL AREA 1

FUNDAMENTALS OF COAST GUARD PUBLIC AFFAIRS

TPFN: DINFOS – COPAC – 001 – 002 -

UNIT TITLE: Release of Information

INSTRUCTIONAL TYPE AND HOURS: 2.25 L; 0.75 PE

TOTAL INSTRUCTIONAL HOURS: 3

TASK (S):

- 001 Identify USCG release responsibilities and constraints on and tools for releasing information
- 002 Apply USCG guidelines in selecting appropriate course of action for release of information
- 003 Identify the basis for and limitations of the American public's right to know
- 004 Explain the maximum disclosure doctrine
- 005 Describe the principles of SAPP and ACA
- 006 Describe USCG guidelines for release of information

SUMMARY OF INSTRUCTION: Through lectures and small group discussions, students will identify and discuss USCG obligations and limitations for releasing information, including policy and legal guidelines and elements of SAPP and ACA.

INSTRUCTOR/STUDENT RATIO: 1:30

SAFETY FACTORS: Normal

REFERENCES:

1. Coast Guard Public Affairs Manual
2. Commandant's Policy on Public Affairs
3. COMDTINST 5728 - Freedom of Information Act Manual
4. Effective Public Relations, 7th Edition; Cutlip, Center, Broom

FUNCTIONAL AREA 2

COAST GUARD MEDIA RELATIONS

TPFN: DINFOS – COPAC – 002 – 001 -

UNIT TITLE: Media Relations Overview

INSTRUCTIONAL TYPE AND HOURS: 4 L

TOTAL INSTRUCTIONAL HOURS: 4

TASK (S):

- 001 State the USCG procedures for dealing with civilian reporters
- 002 Describe basic guidelines for USCG-media relations
- 003 Describe methods used to release information to the media
- 004 Describe USCG policy on exclusives, media pooling, accreditation, attribution of comments, and media travel on government conveyances

SUMMARY OF INSTRUCTION: Students learn the basics of the news media business. They are introduced to the media's organizational structure so they know who is responsible for various aspects of the news. The students also learn the Coast Guard's policies on exclusives, pooling, attribution, accreditation and media travel aboard Coast Guard assets.

INSTRUCTOR/STUDENT RATIO: 1:30

SAFETY FACTORS: Normal

REFERENCES:

1. Coast Guard Public Affairs Manual
2. COMDTINST 5728 - Freedom of Information Act Manual

FUNCTIONAL AREA 2

COAST GUARD MEDIA RELATIONS

TPFN: DINFOS – COPAC – 002 – 002 –

UNIT TITLE: Television Interview

INSTRUCTIONAL TYPE AND HOURS: 2 L; 7 PE

TOTAL INSTRUCTIONAL HOURS: 9

TASK (S):

- 001 Respond to questions in one-on-one interviews
- 002 Identify actions to take before arriving for a TV interview
- 003 Identify actions to take before going on camera
- 004 Identify on-camera postures, gestures and procedures
- 005 Recognize the impact of nonverbal communication
- 006 Identify the four general types of media questions
- 007 Identify typical questioning techniques
- 008 Identify methods to maintain control
- 009 Identify other environmental considerations for interviews conducted over the telephone

SUMMARY OF INSTRUCTION: Students will receive instruction through lecture and demonstration on the elements of a successful television interview. They will apply and practice that knowledge through performance exercises, critiqued by their instructors.

INSTRUCTOR/STUDENT RATIO: 2:30

SAFETY FACTORS: Normal

REFERENCES:

1. Coast Guard Public Affairs Manual
2. Effective Public Relations, 7th Edition; Cutlip, Center, Broom

FUNCTIONAL AREA 2

COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-COPAC-002-003

UNIT TITLE: News Briefing

INSTRUCTIONAL TYPE AND HOURS: 2 L; 7 PE

TOTAL INSTRUCTIONAL HOURS: 9

TASK (S):

- 001 Describe the organization and techniques required to present a formal news briefing
- 002 Conduct a formal news briefing

SUMMARY OF INSTRUCTION: Students will receive instruction through lecture and demonstration on the elements of a successful news briefing. They will apply and practice that knowledge through performance exercises, critiqued by their instructors.

INSTRUCTOR/STUDENT RATIO: 1:30 (L) / 2:30 (PE)

SAFETY FACTORS: Normal

REFERENCES:

1. Coast Guard Public Affairs Manual
2. COMDITINST 5728
3. Effective Public Relations, 7th Edition; Cutlip, Center, Broom

FUNCTIONAL AREA 2

COAST GUARD MEDIA RELATIONS

TPFN: DINFOS-COPAC-002-004

UNIT TITLE: Nature of News

INSTRUCTIONAL TYPE AND HOURS: 2 L

TOTAL INSTRUCTIONAL HOURS: 2

TASK (S):

- 001 Identify the criteria used in determining what is newsworthy
- 002 Recognize the advantages and limitations of broadcast, print and internet media that affect their perception of news and treatment of stories
- 003 Identify marketing strategies for broadcast, print and internet media
- 004 Identify the USCG PAO's role in selecting and releasing news

SUMMARY OF INSTRUCTION: Students will receive lectures and discuss the nature of news, including the criteria for "newsworthiness," the advantages/disadvantages of the various media (broadcast, print, and internet), the how each affects perceptions by the public and treatment by the USCG PA. They will further discuss marketing strategies and the USCG PA's role in selecting and releasing news.

INSTRUCTOR/STUDENT RATIO: 1:30

SAFETY FACTORS: Normal

REFERENCES:

1. Coast Guard Public Affairs Manual
2. COMDITINST 5728 – Freedom of Information Act Manual
3. Effective Public Relations, 7th Edition; Cutlip, Center, Broom

FUNCTIONAL AREA 2

COAST GUARD MEDIA RELATIONS

TPFN: DINFOS–COPAC–002-005-

UNIT TITLE: Crisis Communication

INSTRUCTIONAL TYPE AND HOURS: 2 L

TOTAL INSTRUCTIONAL HOURS: 2

TASK (S):

001 Identify the difference between issues, emergencies and crises

SUMMARY OF INSTRUCTION: Students will receive lectures and discuss case studies in situations that involve issues of emergencies, crises, and other issues.

INSTRUCTOR/STUDENT RATIO: 1:30

SAFETY FACTORS: Normal

REFERENCES:

1. “Engaging the Media”, Office of the Assistant Secretary of the Air Force for Public Affairs (OASAF/PA)
2. Crisis Communications, Fearn-Banks
3. Effective Public Relations, 7th Edition; Cutlip, Center, Broom

FUNCTIONAL AREA 3

PRINT JOURNALISM

TPFN: DINFOS–COPAC–003-001-

UNIT TITLE: News Releases

INSTRUCTIONAL TYPE AND HOURS: 2 L; 2 PE

TOTAL INSTRUCTIONAL HOURS: 4

TASK (S):

- 001 Describe the elements of a news release
- 002 State the purpose of a news release
- 003 Describe the writing style and format used in news releases
- 004 Explain the importance of attribution in a news release
- 005 Write a news release

SUMMARY OF INSTRUCTION: Students will receive lectures and discuss the purpose and elements of a news release, including writing style and formats, and apply that knowledge in writing a news release, without violating SAPP or FOIA guidelines.

INSTRUCTOR/STUDENT RATIO: 1:30

SAFETY FACTORS: Normal

REFERENCES:

1. AP Stylebook, 33rd Edition
2. DoD Directive 5230.9, Clearance of DoD Information for Public Release
3. DoD Directive 5400.7, DoD Freedom of Information Act Program
4. DoD Directive 5400.11, DoD Privacy Program
5. DoD Principles of Information
6. Journalism Handbook, DINFOS
7. Write to Be Read, Patterson
8. The Word, An Associated Press Guide to Good Newswriting, Cappon

FUNCTIONAL AREA 4

Course Administration

TPFN: DINFOS-COPAC-004-001-

UNIT TITLE: Course Administration

TPFN HOURS AND TYPE: 4 AD

TPFN TOTAL HOURS: 4

TASK(S):

- 001 In-processing
- 002 End of course exam
- 003 End of course survey/out-processing
- 004 Graduation

SUMMARY OF ACTIVITIES: Self-explanatory.

REFERENCES: DINFOS Policy and Procedures Manual

INSTRUCTOR/STUDENT RATIO: N/A

SAFETY FACTORS: N/A